

Mainstreaming the Message:

PERSPECTIVES ON THE
MOST EFFECTIVE MESSAGES

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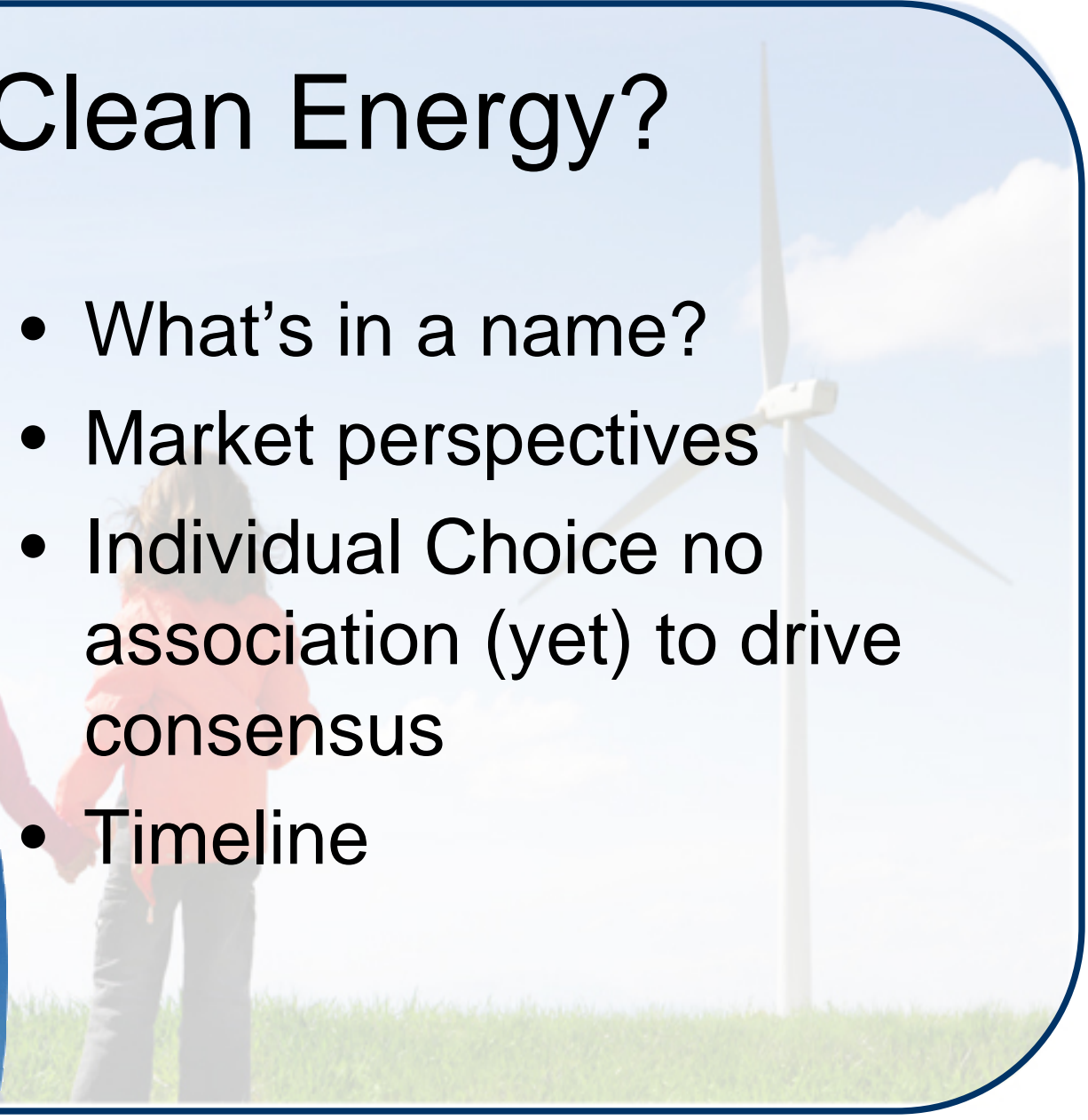
Where are we going?

- Terminology: “Clean Energy?”
- The Carbon Question
- Global Warming v. Climate Change
- Targeting and Segmentation v. Mainstream Messaging



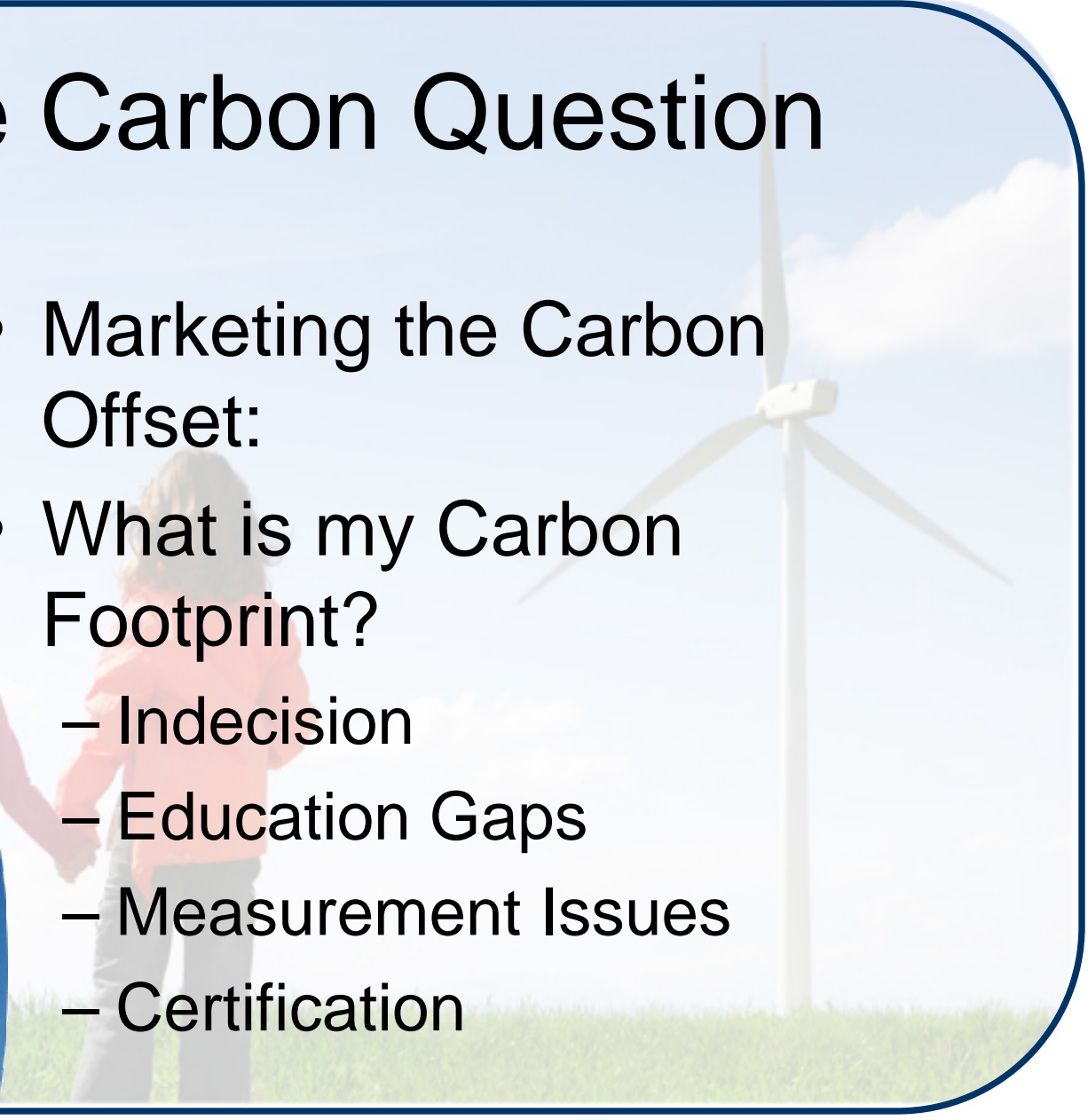
Clean Energy?

- What's in a name?
- Market perspectives
- Individual Choice no association (yet) to drive consensus
- Timeline



The Carbon Question

- Marketing the Carbon Offset:
- What is my Carbon Footprint?
 - Indecision
 - Education Gaps
 - Measurement Issues
 - Certification



Reduce your carbon footprint. But first, find out what it is.

Call it your mark on the world. It's the amount of carbon dioxide emitted due to your daily activities—from mowing your lawn to vacuuming your home. Find out the size of your household's carbon footprint, learn how you can reduce it, and see how we're reducing ours at bp.com/carbonfootprint. It's a start.



beyond petroleum®

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bp.com

Some steps to take to emit less.

Recently BP launched a five-year, \$350 million company-wide program to implement technologies and processes that will reduce greenhouse gases, with a goal of eliminating 4 million tonnes of emissions over the next 4 years. And there are actions we all can take, like installing solar panels and carpooling. To learn more, visit bp.com/carbonfootprint. It's a start.



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Global Warming & Climate Change

- “Battle Royale”
- Global Warming in the media and advertising lately
 - Little done to translate the problem to a local level
 - Inconvenient Truth to
 - “me”, my household, my company, my community ...



An Inconvenient Truth & Inconvenient Action

43,300



USA

20,000
to 23,000



Germany (22,800),
England (20,000),
Japan (20,700)



Action in Messaging

- The movie provides no solutions, nor do many other reports in the media.
- How do you as the marketer translate to home towns, households and businesses?

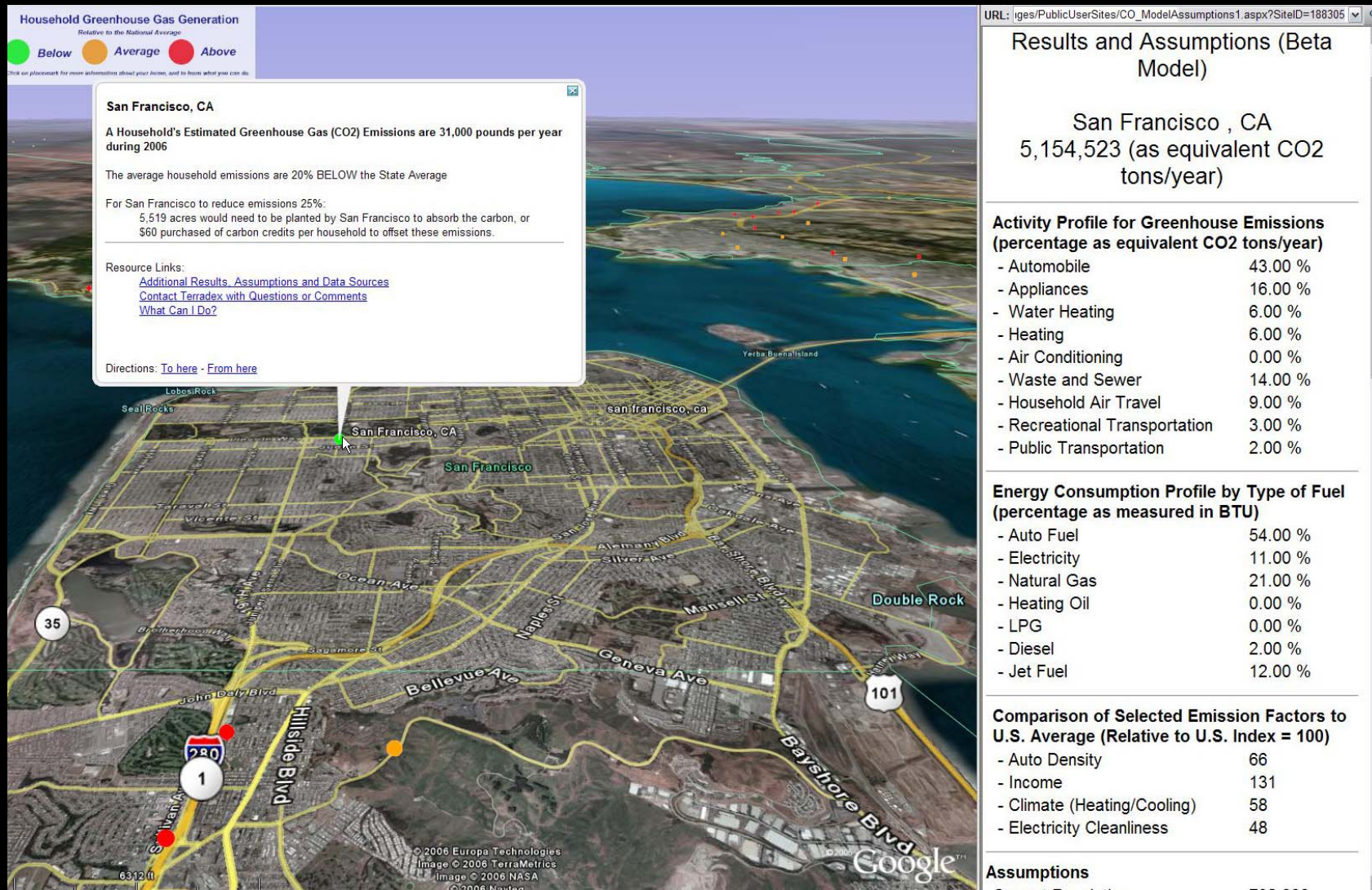


Example: Terradex

- Small California company working with environmental data, calculated the Greenhouse Gas emissions for 25,000 communities in the US.
- At the Terradex web site you can search for the greenhouse gas footprint for any city. The results are displayed on a map layer like Yahoo or Google Maps, or shown using Google Earth.



Building Awareness Among Households, Business Leaders, Community Leaders



Simulate Impact of Various Possible Action Steps ...



URL: http://tenadex.com/~daniel/agesn/~daniel/ser/sites/CO_1/~daniel/ser/action.aspx?siteID=100303

What Can I Do? Use the Global Warming Savings Calculator.

Understand what impact you can have on carbon emissions and cost savings. This calculator will calculate emissions savings and cost pay-back for your planned actions. Please enter your planned changes below. All values are annual consumption values. Then push "Calculate Savings" at the bottom of the page. Results will be shown in a new page.

Global Warming Activity Categories	Planned Annual Savings - Please Enter - (enter negative values if you increase your consumption)		For Your Guidance: San Francisco , CA Annual Consumption (per average Household)
Auto			
• Number of Vehicles	Current 2	Future 2	1.2
• Avg. Annual Miles Per Vehicle	11000	11000	12000
• Avg. MPG	21	35	20.2
Home Heating			
• Gas Therm*			160
• Electricity KWH	75		444
• Oil gallon			0
• LPG gallon			5
Air Conditioning			
• Electricity KWH			80
Water Heating			
• Gas Therm*	15		160
• Electricity KWH			309
• Oil gallon			0
Appliances			
• Electricity KWH	500		5240
• Gas Therm*			70
Air Travel			
• Miles Per Year	1000		6400
Recreational Uses (boats, garden/snow equip. off-road, etc)			
• Fuel gallon			60
Renewable Resources Added (solar, wind, etc)			

Results: Emissions Savings and Cost Savings



Your Carbon Emission Reductions and Cost Savings

Below you will find your estimated annual emission reductions and savings

Savings Summary

	Annual Carbon equ. Emission Savings in lbs	Annual Cost Savings
Auto	8582	\$1193
Home Heating	73	\$11
Air Conditioning	0	\$0
Water Heating	175	\$16
Appliances	485	\$76
Air Travel	537	\$128
Recreational Uses/ Other	0	\$0
Waste	0	
Renewable Resources	0	\$0
Carbon Offset	0	\$-0
Total Impact	9852	\$1425

Link To Your Marketing Message



Sign Up to Receive
ZAP! Trees News

“Trees increase the
value of property.
Houses surrounded
by trees sell for 18-25
percent higher
than houses
with no trees.”



“ZAP! will plant 1 million trees worldwide within 3 years to help save the environment”

 **ZAP! TREES.ORG**

 **enter the video contest!**
discover what it's all about ...

↓ [about nature](#) ↓ [our mission](#) ↓ [in the news](#) ↓ [do your part!](#) ↓ [contact us](#)



Buy a Xebra - Plant a Tree
Want to know how **YOU** can help?
Replace your gas car with an
electric car. Come find out about
the Xebra. [read more ...](#)



Fun Facts About Trees
Did you know an average size tree
produces enough oxygen in one
year to **keep a family of four**
breathing? [read more ...](#)



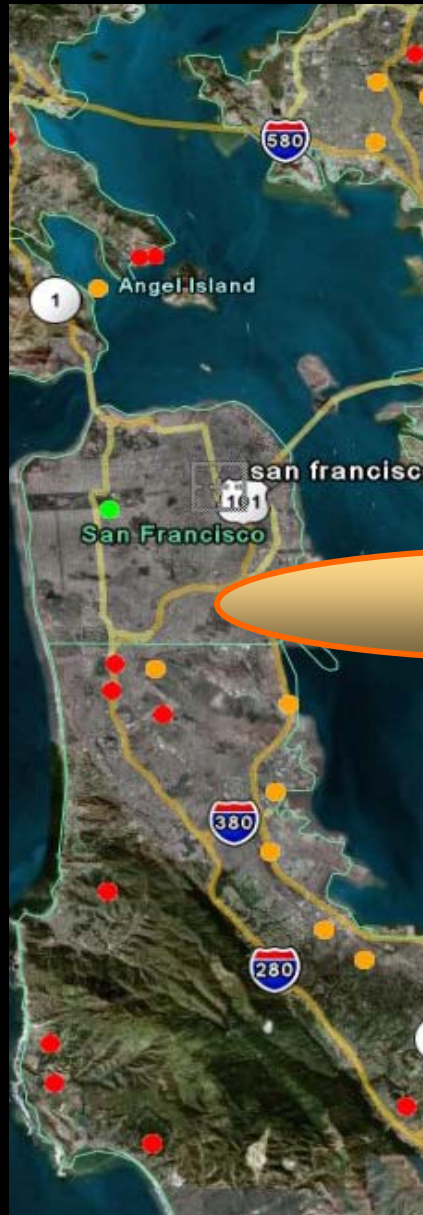
1 Million Trees by 2010
In the next 3 years ZAP! pledges
to plant 1 million trees in the US
and China to help **save the**
environment. [read more ...](#)

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501 Fourth Street Santa Rosa, California USA



		Planned Annual Savings - Please Enter - (for negative values if you increase your consumption)	For Your Guidance: San Francisco CA Annual Consumption (per average Household)
Global Warming Potential			1.2
			12000
			20.2
		200 Trees	
Home Heating			
Gas Therm*	50	160	
Electricity KWH		444	
Oil gallon		0	
LPG gallon		5	
Air Conditioning			



Your Carbon Emission Reductions and Cost Savings

Below you will find your estimated annual emission reductions and savings

Savings Summary

	Annual Carbon equ. Emission Savings in lbs	Annual Cost Savings
ZAP Auto	9309	\$1295
ZAP Trees	20000	\$-50
	585	\$53
		\$0
		\$0
Appliances	485	\$76
Air Travel	537	\$128
Recreational Uses/ Other	0	\$0
Waste	0	
Renewable Resources	0	\$0
Carbon Offset	0	\$-0
Total Impact	30915	\$1501

Click [here](#) to view Greenhouse Gas Emissions for 25,000 Cities in the United States
 Calculator Powered By Terradex ®,
 Patent Pending www.terradox.com

Getting to the Mainstream Means

- Making this easy on
 - us (the industry)
 - Marketing in simple, clear and consistent language
 - On them (the consumers)
 - Providing a course of action that is simple, clear and immediate



What Works?





And Now...

- On with the show....

